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# **Section IV:**

# **Visitor Profile**

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# Introduction

This section presents results of the visitor survey, conducted with out-of-state visitors exiting Alaska between May and September, 2006. Visitors were surveyed at all major exit points: airports, highways, cruise ship docks, and ferries. A total of 5,659 randomly-selected visitors were surveyed, for a maximum margin of error of  $\pm 1.4$  percent at the 95 percent confidence level.<sup>1</sup> All data was weighted to reflect actual traffic volumes by mode of transportation. The survey methodology is explained in detail in the final section of this report.

This primary analysis is organized into the following categories:

<b>Trip Purpose and Packages</b>	<b>Previous Alaska Travel</b>
<b>Transportation Modes</b>	<b>Trip Planning</b>
<b>Length of Stay, Destinations &amp; Lodging</b>	<b>Demographics</b>
<b>Activities</b>	<b>Expenditures</b>
<b>Satisfaction Ratings</b>	

The data in this section is presented for the entire visitor market ("All Visitors") as well as by "Transportation Market." The following table shows how each market is defined, their respective sample sizes, and their maximum margin of error. The three transportation markets are mutually exclusive; together, they account for the total Alaska visitor market.

**Transportation Market Definition and Sample Sizes**

<b>Market</b>	<b>Definition</b>	<b>Sample Size</b>	<b>Maximum Margin of Error<sup>1</sup></b>
<b>All Visitors</b>	All respondents	5,659	$\pm 1.4\%$
<b>Air</b>	Entered <i>and</i> exited Alaska by airplane; did not spend any nights aboard a cruise ship	2,697	1.9
<b>Cruise</b>	Entered <i>or</i> exited Alaska by cruise ship, <i>or</i> overnighted aboard a cruise ship	2,238	2.1
<b>Highway/Ferry</b>	Entered <i>or</i> exited Alaska by highway <i>or</i> ferry; did not spend any nights aboard a cruise ship	724	3.7

This method of analysis is new for AVSP. In previous studies, much of the survey data was presented by "entry mode." If a visitor entered by air but exited by cruise ship, they would be included in the Air category. This created confusion, because the Cruise category did not include the entire cruise market; only those who entered by cruise ship. The Air market, on the other hand, included a large number of cruise passengers. In a similar manner, visitors who entered by highway but exited by ferry would only be included in the highway category, when in reality these two markets have considerable overlap. The change is meant to diminish confusion, and accurately reflect how the travel industry segments the visitor market. The new definitions were created in consultation with the State of Alaska and the Alaska Travel Industry Association.

<sup>1</sup> Most survey responses are more accurate than maximum error factors suggest, due to the nature of response distribution in sampling statistics.

For several tables in this section, footnotes indicate that the results are based to “intercept respondents only.” This means that for the particular question, online respondents were eliminated from the base due to potential question misinterpretation or bias. A discussion of this issue is provided in the Methodology section. The table below shows the sample size and maximum margin of error for the intercept-only sample.

**Intercept Sample Sizes  
By Transportation Market**

Market	Sample Size	Maximum Margin of Error
All Visitors	2,703	±1.9%
Air	1,283	2.8
Cruise	975	3.2
Highway/Ferry	435	4.9

# Trip Purpose and Packages

## Trip Purpose

Every survey respondent was asked “What is the main purpose for this trip?” Their responses fell into one of four categories: vacation/pleasure, visiting friends/relatives, business, or business/pleasure. Seasonal workers were screened out of the survey.

About four out of five visitors to Alaska in summer 2006 were traveling for vacation or pleasure. This rate is highest among cruise passengers at 99 percent, followed by highway/ferry travelers at 82 percent. One-half of air visitors were traveling for vacation/pleasure.

The VFR market (those visiting friends or relatives) represented one out of ten Alaska visitors in summer 2006. Air visitors were more likely than other travelers to be VFRs, at 25 percent. Air visitors were also more likely to be business and business/pleasure travelers.

A visitor’s trip purpose has a major impact on their activities, expenditures, length of stay, trip planning, and other variables. An analysis of responses segmented by trip purpose is provided in the Summary Profiles section. A comparison of trip purpose rates over the years of AVSP can be found in the Trends section.

**Trip Purpose**  
**By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
Vacation/pleasure	82%	51%	99%	82%
Visiting friends or relatives	9	25	<1	12
Business only	5	15	<1	2
Business and pleasure	4	10	1	5

## Packages

About seven out of ten Alaska visitors were “package” visitors – that is, they purchased a multi-day (two-day minimum) package that included most trip components. This market includes all cruise visitors, as well as many sportfish visitors, motorcoach tour participants, wilderness lodge guests, and others. It also includes visitors who may have traveled independently for most of their Alaska trip, but purchased a package of two or more days to Denali or Glacier Bay, for example.

**Purchase of Multi-Day Packages**  
**By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
Purchased package	69%	21%	100%	6%
Did not purchase package	30	78	-	87
Don't know	1	1	-	7

Note: Cruise visitors were automatically considered package visitors.

Visitors who had not taken a cruise as part of their trip, but who had purchased a multi-day package, were asked what type of package they had purchased. The most popular kind of multi-day package among non-cruise visitors was fishing lodge, mentioned by 46 percent. This was followed by adventure tour at 14 percent. (The adventure tour category includes activity-focused packages like rafting, biking, kayaking, and hiking tours.) Other package types included wilderness lodge, rail package, and motorcoach tour.

**Package Type**  
*Base: Non-cruise visitors who purchased package*  
**By Transportation Market**

	Non-Cruise Visitors Package	Air Package	Cruise Not applicable	Hwy/Ferry Package
Fishing lodge package	46%	48%	n/a	10%
Adventure tour	14	15	n/a	11
Wilderness lodge package	13	14	n/a	8
Rail package	9	9	n/a	14
Motorcoach tour	5	4	n/a	15
Other	12	11	n/a	42

Cruise passengers were asked several follow-up questions about their trip. Nearly all (97 percent) had cruised aboard a large ship (over 250 passengers). Just over half said they were on a round-trip voyage, one-quarter were on a cross-gulf trip (cruise one-way, fly one-way), 22 percent were on a cruise with land tour package, and 2 percent sailed in-state only.

Finally, cruise passengers were asked whether they had spent time in Alaska *on their own* before or after their cruise or cruisetour package. One out of eight cruise passengers said they had traveled independently. These “independent cruisers” are profiled separately in the Summary Profiles section.

**Cruise Package Type**  
*Base: Cruise Visitors*

	Cruise
<b>Large Ship vs. Small Ship</b>	
Large	97%
Small	3
<b>Cruise Package</b>	
Round Trip	52%
Cross-Gulf	24
Cruise + Land Tour	22
In-State Cruise	2
<b>Spent time on own before/after cruise package</b>	
Yes	12%
No	88

# Modes of Transportation

The following table shows how visitors entered the state, exited the state, and traveled around the state. Air and cruise are the most popular forms of entering and exiting the state, accounting for over nine out of ten visitors. About one-quarter of cruise passengers entered the state via air, and a similar percentage exited via air.

Visitors were also asked whether they used specific forms of transportation to travel between communities within Alaska. Not surprisingly, responses varied widely by transportation market. Cruise passengers primarily traveled by motorcoach and train; air visitors tended to use personal and rental vehicles; and highway/ferry travelers tended to travel by personal vehicle, personal RV, and ferry. Visitors who traveled only by cruise ship, or who stayed in one community, fell into the “none of the above” category.

Two additional analyses are provided by transportation mode in Section VI: visitors who entered or exited the state via highway, and visitors who used the ferry at any point on their trip.

## Transportation Modes By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
<b>Mode of Entry into Alaska</b>				
Air	49%	100%	26%	7%
Cruise	45	-	73	-
Highway	4	-	<1	78
Ferry	1	-	<1	15
<b>Mode of Exit from Alaska</b>				
Air	49%	100%	24%	14%
Cruise	47	-	76	-
Highway	4	-	<1	72
Ferry	1	-	-	14
<b>Used to Travel Between Communities<sup>1</sup></b>				
Motorcoach/bus	26%	9%	38%	2%
Train	19	9	25	5
Rental vehicle	14	34	4	9
Air	12	25	5	8
Personal vehicle	9	22	<1	30
State ferry	3	4	1	25
Rental RV	2	4	<1	5
Personal RV	2	1	<1	26
None of the above	40	19	55	8
Don't know/refused	1	<1	1	7

<sup>1</sup> Based to intercept respondents only.

Visitors who reported entering or exiting the state via highway were asked what type of vehicle they were using. Just under half used an RV or camper, and nearly as many used a car, truck or van. Motorcoach/bus and motorcycle/bicycle were each mentioned by a small minority of highway travelers.<sup>2</sup>

The percentage of visitors entering or exiting the state via motorcoach does not reflect the total motorcoach market. Many motorcoach visitors exit the state via other modes (air, cruise and ferry) and thus are not captured in the data below. Only visitors exiting the state for the last time qualified for the survey.

**Type of Vehicle**  
*Base: Entered and/or Exited by Highway*

	Entered by Highway	Exited by Highway
RV/Camper	47%	48%
Car/truck/van	46	46
Motorcoach/bus	3	2
Motorcycle/bicycle	3	4

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<sup>2</sup> Although drivers and passengers of commercial trucks were counted in the Visitor Volume analysis, they were not sampled in the Visitor Survey.

# Length of Stay, Destinations & Lodging

## Length of Stay

Visitors reported an average length of stay in Alaska of 9.1 nights. This figure ranged from 8.1 nights among cruise passengers, to 9.4 nights among air travelers, to 18.8 nights among highway/ferry travelers. The most common trip length fell between four and seven nights, accounting for half of visitors, followed by eight to 14 nights, accounting for one-third of visitors.

**Length of Stay in Alaska  
By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
Three nights or less	7%	11%	4%	19%
Four to seven nights	52	38	61	18
Eight to 14 nights	34	38	32	23
15 to 21 nights	5	8	2	14
22 or more nights	3	4	<1	26
<b>Average number of nights</b>	<b>9.1</b>	<b>9.4</b>	<b>8.1</b>	<b>18.8</b>

## Lodging

After cruise ship, the most common lodging used by summer visitors was hotel/motel, mentioned by 42 percent of visitors, followed by lodge, private home, B&B, campgrounds, and camping. Air visitors were the most likely to stay in hotels/motels and in private homes. In addition to staying onboard their cruise ship, about one-third of cruise passengers stayed in hotels/motels, and 19 percent stayed in lodges. Highway/ferry visitors stayed in the widest range of lodging types, corresponding to their longer trip length.

**Lodging Types Used  
By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
Cruise ship	60%	-%	100%	-%
Hotel/motel	42	62	32	37
Lodge	19	21	19	8
Private home	12	31	1	22
B&B	6	14	1	10
Commercial campground	4	5	<1	45
State/national campground	3	5	<1	26
Wilderness camping	2	4	<1	11
Other <sup>1</sup>	7	12	3	13

<sup>1</sup> Other lodging types include youth hostel, boat/yacht, non-campground vehicle camping, and others.

## Destinations

The following pages show three different analyses of where visitors went in Alaska: overall visitation, overnight visitation, and the average number of nights spent in each location (based to those who overnighted in each location).

When overnight and day visits are combined, Southeast was the most visited region, at 71 percent. Southcentral attracted 56 percent of all visitors; Interior was visited by 33 percent; and Southwest and Far North were each visited by 3 percent of all visitors. Juneau was the number one most-visited community, followed by Ketchikan, Skagway, Anchorage, and Denali. (On the ATIA map below, Southeast is shown as Inside Passage.)

The analysis based only to *nights spent in communities* shows a very different picture. Without the day visits to Southeast ports by cruise passengers, Southcentral becomes the most-visited region, at 49 percent, followed by the Interior at 32 percent, and Southeast at 11 percent. The most common overnight destinations were Anchorage, Denali, Fairbanks, and the Kenai Peninsula.

Destinations varied considerably by transportation market. Air visitors were most likely to visit the Southcentral region, particularly Anchorage. This reflects the larger proportion of air visitors who were traveling for VFR and business. Over one-third of air visitors also traveled to the Interior region, while 21 percent visited Southeast. Cruise visitors traveled widely in Southeast, but their overnight visits were concentrated heavily in Anchorage, Denali, and Fairbanks. Highway/ferry visitors showed the widest range of travel. Each of the three major regions (Southeast, Southcentral, and Interior) attracted over 60 percent of this market.

The average number of nights by region shows that the Southwest and Far North regions attracted the longest-staying visitors, at 7.3 and 6.1 average nights, respectively. Southcentral and Southeast were close in average stays, at 5.8 and 5.7 nights. Interior visitors stayed an average of 4.3 nights. Communities showing particularly long average stays include: Kodiak (6.9 nights), Prince of Wales Island (6.3 nights), and Kenai Peninsula (5.3 nights). Visitors tended to spend shorter amounts of time in Whittier (1.4), Talkeetna (1.5), Tok (1.6), and Glennallen (1.8).

Profiles of visitors to individual regions and communities are provided in the Summary Profiles section. Regional visitation over the past several AVSPs is presented in the Trends section.



## Destinations Visited (Day or Overnight)

### By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
<b>Southeast</b>	<b>71%</b>	<b>21%</b>	<b>99%</b>	<b>62%</b>
Juneau	63	9	96	21
Ketchikan	53	7	81	19
Skagway	53	2	81	40
Glacier Bay/Gustavus	27	4	40	9
Sitka	18	6	25	9
Hoonah/Icy Strait Point	11	1	17	2
Haines	8	1	9	27
Wrangell	2	2	1	10
Petersburg	2	2	1	10
Prince of Wales Island	1	2	<1	2
Other Southeast	6	3	8	3
<b>Southcentral</b>	<b>56%</b>	<b>79%</b>	<b>42%</b>	<b>69%</b>
Anchorage	50	73	37	59
Kenai Peninsula	27	45	15	48
Seward	21	32	14	37
Kenai/Soldotna	11	22	3	29
Homer	9	20	2	33
Other Kenai Peninsula	5	11	1	12
Whittier	14	14	14	18
Talkeetna	13	15	11	17
Palmer/Wasilla	9	18	1	35
Girdwood/Alyeska	8	18	3	13
Prince William Sound	6	7	6	12
Portage	6	13	2	11
Valdez	4	7	1	29
Other Southcentral	4	7	3	8
<b>Interior</b>	<b>33%</b>	<b>37%</b>	<b>27%</b>	<b>71%</b>
Denali	28	26	27	46
Fairbanks	24	22	22	50
Tok	5	2	2	56
Glennallen	4	7	<1	31
Other Interior	4	6	1	21
<b>Southwest</b>	<b>3%</b>	<b>8%</b>	<b>1%</b>	<b>2%</b>
Kodiak	1	3	<1	<1
Other Southwest	2	6	<1	2
<b>Far North</b>	<b>3%</b>	<b>5%</b>	<b>1%</b>	<b>7%</b>
Nome	1	1	<1	1
Other Far North	2	4	1	6

## Overnight Destinations By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
<b>Southcentral</b>	<b>49%</b>	<b>76%</b>	<b>32%</b>	<b>73%</b>
Anchorage	41	62	28	57
Kenai Peninsula	18	36	5	46
Seward	10	19	4	28
Homer	6	13	1	26
Kenai/Soldotna	6	13	1	23
Other Kenai Peninsula	3	7	<1	9
Talkeetna	7	7	7	9
Palmer/Wasilla	4	7	<1	21
Valdez	4	6	<1	28
Girdwood/Alyeska	2	4	2	3
Whittier	1	1	1	5
Prince William Sound	1	1	1	3
Portage	1	1	<1	4
Other Southcentral	2	5	<1	7
<b>Interior</b>	<b>32%</b>	<b>32%</b>	<b>28%</b>	<b>71%</b>
Denali	25	20	27	41
Fairbanks	23	20	23	49
Tok	4	1	2	44
Glennallen	2	3	<1	18
Other Interior	2	3	<1	15
<b>Southeast</b>	<b>11%</b>	<b>19%</b>	<b>3%</b>	<b>50%</b>
Juneau	4	7	2	15
Skagway	3	1	2	26
Ketchikan	3	6	1	7
Sitka	2	5	<1	4
Haines	1	1	-	20
Prince of Wales Island	1	2	<1	2
Petersburg	1	1	<1	3
Glacier Bay/Gustavus	1	2	-	2
Wrangell	1	1	-	3
Hoonah/Icy Strait Point	<1	<1	-	1
Other Southeast	1	2	<1	2
<b>Southwest</b>	<b>3%</b>	<b>7%</b>	<b>&lt;1%</b>	<b>2%</b>
Kodiak	1	3	<1	<1
Other Southwest	2	5	<1	2
<b>Far North</b>	<b>2%</b>	<b>4%</b>	<b>&lt;1%</b>	<b>4%</b>
Nome	<1	1	<1	<1
Other Far North	1	3	<1	4

**Average Number of Nights**  
*Base: Those who overnighted in each destination*  
**By Transportation Market**

	Overnight Visitors	Overnight Air	Overnight Cruise	Overnight Hwy/Ferry
<b>Southcentral</b>	<b>5.8</b>	<b>7.4</b>	<b>2.2</b>	<b>14.6</b>
Anchorage	3.3	4.3	1.6	5.6
Kenai Peninsula	5.3	5.1	2.3	10.5
Seward	2.3	2.2	1.6	4.0
Homer	3.3	3.2	*	4.2
Kenai/Soldotna	5.2	5.0	*	7.5
Other Kenai Peninsula	6.6	6.0	*	11.7
Talkeetna	1.5	2.1	1.1	*
Palmer/Wasilla	5.1	5.5	*	4.9
Valdez	3.0	2.7	*	3.8
Girdwood/Alyeska	1.9	2.2	*	*
Whittier	1.4	*	1.0	1.7
Prince William Sound	2.6	*	*	*
Portage	*	*	*	*
Other Southcentral	4.8	5.4	*	*
<b>Interior</b>	<b>4.3</b>	<b>5.2</b>	<b>3.2</b>	<b>7.1</b>
Denali	2.1	2.5	1.9	2.4
Fairbanks	2.8	4.2	1.7	5.5
Tok	1.6	1.9	*	1.7
Glennallen	1.8	1.8	*	1.7
Other Interior	6.2	9.1	*	2.4
<b>Southeast</b>	<b>5.7</b>	<b>6.2</b>	<b>4.1</b>	<b>5.3</b>
Juneau	3.4	4.0	2.1	3.1
Skagway	2.0	2.3	*	2.3
Ketchikan	4.0	4.2	*	5.2
Sitka	4.4	4.6	*	3.0
Haines	2.9	3.6	*	2.6
Prince of Wales Island	6.3	5.6	*	*
Petersburg	3.7	*	*	*
Glacier Bay/Gustavus	3.7	3.8	*	*
Wrangell	3.8	*	*	*
Hoonah/Icy Strait Point	*	*	*	*
Other Southeast	5.8	6.1	*	*
<b>Southwest</b>	<b>7.3</b>	<b>7.5</b>	<b>*</b>	<b>*</b>
Kodiak	6.9	7.1	*	*
Other Southwest	6.9	7.0	*	*
<b>Far North</b>	<b>6.1</b>	<b>7.1</b>	<b>*</b>	<b>*</b>
Nome	*	*	*	*
Other Far North	6.0	7.1	*	*

Note: Averages are reported for sample sizes of 50 or greater. " \* " indicates a sample under 50.

Visitors were shown a list of activities and asked which of them they had participated in while in Alaska. The most common activity was shopping, mentioned by seven out of ten visitors. Wildlife viewing was also popular at 56 percent, including 19 percent who specifically mentioned birdwatching. Cultural activities were mentioned by half of visitors, including 28 percent who visited museums, 18 percent who visited historical or cultural attractions, and 15 percent who participated in gold panning or mine tours. Other popular activities included city/sightseeing tours, day cruises, train, hiking, and fishing.

Activity participation varied significantly by transportation market. Cruise visitors showed the widest array of activities, with higher-than-average rates of participation in cultural activities, city/sightseeing tours, day cruises, train, flightseeing, salmon bake, and tramway/gondola, among others. Air visitors were more likely than the average visitor to participate in hiking/nature walk, fishing, business, and visiting friends and relatives. Highway/ferry visitors showed higher-than-average participation in museums, visiting friends and relatives, and unguided fishing.

The data on visitor activities allowed the study team to make two verifications of survey results. According to the Alaska Department of Fish and Game, 331,075 non-resident fishing licenses were sold in calendar year 2006.<sup>3</sup> As a percentage of total summer visitors, that represents 20 percent of the overall market. This matches the 20 percent of survey respondents who said they went fishing. The second verification is of White Pass and Yukon Route passengers. WP&YR reported passenger volume of 428,874 in summer 2006, representing 26 percent of the overall market – within 1 percentage point of the survey result of 27 percent.<sup>4</sup>

Profiles of visitors who participated in guided fishing, unguided fishing, and Native cultural tours/activities are provided in the Summary Profiles section.

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<sup>3</sup> 2006 Calendar Year License Sale Statistics, State of Alaska Department of Fish and Game, [www.admin.adfg.state.ak.us/admin/license/licstats.html](http://www.admin.adfg.state.ak.us/admin/license/licstats.html). Virtually all non-resident sportfishing occurs between May and September.

<sup>4</sup> [www.whitepassrailroad.com/news/september272006.html](http://www.whitepassrailroad.com/news/september272006.html)

**Activity Participation<sup>1</sup>**  
**By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
Shopping	71%	61%	77%	60%
Wildlife viewing	56	54	57	47
Birdwatching	19	20	18	14
Cultural activities	49	38	55	51
Museums	28	28	27	44
Native cultural tours/ activities	20	11	26	8
Historical/cultural attractions	18	14	21	15
Gold panning/mine tour	15	7	20	11
City/sightseeing tours	44	18	60	25
Day cruises	40	28	47	33
Train	38	10	56	11
White Pass/Yukon Route	27	1	43	7
Alaska Railroad	16	9	21	5
Hiking/nature walk	30	38	25	35
Fishing	20	38	8	36
Guided fishing	13	22	8	17
Unguided fishing	8	20	<1	26
Visiting friend/relatives	17	41	2	29
Flightseeing	15	9	18	8
Salmon bake	12	5	17	7
Tramway/gondola	12	5	16	4
Shows/Alaska entertainment	10	8	12	8
Business	8	23	<1	5
Dog sledding	7	5	9	2
Camping	7	13	1	46
Rafting	5	5	5	2
Kayaking/canoeing	5	4	5	3
Biking	3	3	2	3
Northern Lights viewing	1	2	1	1
Hunting	1	1	-	1
Other	7	7	8	1

<sup>1</sup> Based to intercept respondents only.

# Satisfaction Ratings

## Compared to Expectations

When asked how well their Alaska trip had lived up to their expectations, over half of visitors (61 percent) said it was either higher or much higher than expectations. Another 35 percent said it was about what they expected. Only 5 percent said the trip was below expectations. The overall compared-to-expectations rating was 3.8 on a 1-5 scale. Cruise and highway/ferry visitors tended to rate their trip slightly higher than air visitors. This reflects their higher proportion of vacation/pleasure visitors, who tended to give higher ratings than VFR or business visitors.

### Alaska Trip Compared to Expectations By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
5 - Much higher than expectations	25%	21%	27%	28%
4 - Higher than expectations	36	35	36	32
3 - About what you expected	35	40	32	36
2 - Below expectations	4	4	4	4
1 - Far below expectations	1	<1	1	<1
<b>Average 1-5</b>	<b>3.8</b>	<b>3.7</b>	<b>3.8</b>	<b>3.8</b>

Note: Business visitors were screened out of this question.

## Value for the Money

Visitors were asked how Alaska rated in terms of value for the money, in comparison to other vacation destinations visited in the last five years. The most common response was that the value was about the same, accounting for half of all visitors. Thirty-eight percent said the value was better or much better, compared to 13 percent who said the value was worse or much worse. There was little difference in response by transportation market.

### Value for the Money Compared with other vacation destinations visited in the past five years By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
5 - Much better	13%	13%	13%	13%
4 - Better	25	22	27	22
3 - About the same	48	49	48	47
2 - Worse	12	15	11	16
1 - Much worse	1	1	1	2
<b>Average 1-5</b>	<b>3.4</b>	<b>3.3</b>	<b>3.4</b>	<b>3.3</b>

Note: Business visitors were screened out of this question.

## Satisfaction by Category

Visitors were asked their satisfaction with a wide array of categories, shown in the table below. They were given five options: very satisfied, satisfied, neither/neutral, dissatisfied, and very dissatisfied. A full list of responses to these questions are presented on the following pages. The table below shows the “very satisfied” ratings only.

Visitors expressed high levels of satisfaction with their overall experience, with 70 percent very satisfied, and another 27 percent satisfied. Less than 2 percent were dissatisfied with their overall trip. Average trip ratings were 4.7 on a 1-5 scale, with the average slightly higher among cruise passengers (4.7, compared to 4.6 among air and highway/ferry visitors).

Besides overall experience, categories with the highest number of very satisfied ratings include: friendliness of residents (69 percent), sightseeing (66 percent), and tours and activities (60 percent). As expected, the more mundane categories of shopping and value for the money received lower percentages of very satisfied ratings (29 and 32 percent, respectively). Categories in the middle range of satisfaction include accommodations (54 percent), visitor information services (53 percent), wildlife viewing (50 percent), transportation within Alaska (45 percent) and restaurants (42 percent).

Dissatisfaction was generally very low, accounting for fewer than 5 percent of responses for most categories. Only three categories earned 5 percent or more dissatisfied ratings: shopping (5 percent), value for the money (7 percent), and wildlife viewing (7 percent).

Cruise passengers tended to give slightly higher average satisfaction ratings, with a few exceptions. Air visitors gave a higher average rating to wildlife viewing, and highway/ferry visitors gave a higher average rating to visitor information services.

### Satisfaction Ratings: Summary % “Very Satisfied” By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
Overall experience in Alaska	70%	68%	72%	64%
Accommodations	54	43	62	39
Restaurants	42	36	47	33
Shopping	29	26	30	29
Visitor information services	53	51	53	59
Sightseeing	66	67	65	63
Tours and activities	60	59	61	57
Wildlife viewing	50	56	47	55
Transportation within Alaska	45	39	51	26
Friendliness of residents	69	65	71	68
Value for the money	32	28	35	25

Note: “Don’t know/does not apply” responses have been removed from the base for each category.

## Satisfaction Ratings By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
<b>Overall experience in Alaska</b>				
5 - Very satisfied	70%	68%	72%	64%
4 - Satisfied	27	30	25	31
3 - Neither/neutral	2	2	1	4
2 - Dissatisfied	1	1	2	<1
1 - Very dissatisfied	<1	<1	<1	-
<b>Average 1-5</b>	<b>4.7</b>	<b>4.6</b>	<b>4.7</b>	<b>4.6</b>
<b>Accommodations</b>				
5 - Very satisfied	54%	43%	62%	39%
4 - Satisfied	37	43	33	47
3 - Neither/neutral	6	10	4	12
2 - Dissatisfied	2	3	1	2
1 - Very dissatisfied	<1	1	<1	1
<b>Average 1-5</b>	<b>4.4</b>	<b>4.3</b>	<b>4.5</b>	<b>4.2</b>
<b>Restaurants</b>				
5 - Very satisfied	42%	36%	47%	33%
4 - Satisfied	43	46	41	45
3 - Neither/neutral	11	15	9	16
2 - Dissatisfied	3	3	2	5
1 - Very dissatisfied	1	<1	1	<1
<b>Average 1-5</b>	<b>4.2</b>	<b>4.1</b>	<b>4.3</b>	<b>4.1</b>
<b>Shopping</b>				
5 - Very satisfied	29%	26%	30%	29%
4 - Satisfied	48	49	47	48
3 - Neither/neutral	19	22	17	20
2 - Dissatisfied	4	3	4	3
1 - Very dissatisfied	1	<1	1	<1
<b>Average 1-5</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>	<b>4.0</b>
<b>Visitor information services</b>				
5 - Very satisfied	53%	51%	53%	59%
4 - Satisfied	39	37	40	32
3 - Neither/neutral	8	11	6	8
2 - Dissatisfied	1	1	1	1
1 - Very dissatisfied	<1	<1	<1	<1
<b>Average 1-5</b>	<b>4.4</b>	<b>4.4</b>	<b>4.4</b>	<b>4.5</b>
<b>Sightseeing</b>				
5 - Very satisfied	66%	67%	65%	63%
4 - Satisfied	30	27	31	33
3 - Neither/neutral	4	5	3	3
2 - Dissatisfied	1	1	1	1
1 - Very dissatisfied	<1	1	<1	<1
<b>Average 1-5</b>	<b>4.6</b>	<b>4.6</b>	<b>4.6</b>	<b>4.6</b>

**Satisfaction Ratings (con'td)**  
**By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
<b>Tours and activities</b>				
5 - Very satisfied	60%	59%	61%	57%
4 - Satisfied	33	32	33	32
3 - Neither/neutral	6	7	5	10
2 - Dissatisfied	1	1	1	1
1 - Very dissatisfied	<1	<1	<1	1
<b>Average 1-5</b>	<b>4.5</b>	<b>4.5</b>	<b>4.5</b>	<b>4.4</b>
<b>Wildlife viewing</b>				
5 - Very satisfied	50%	56%	47%	55%
4 - Satisfied	32	33	31	31
3 - Neither/neutral	11	8	13	9
2 - Dissatisfied	6	3	7	3
1 - Very dissatisfied	1	1	2	2
<b>Average 1-5</b>	<b>4.2</b>	<b>4.4</b>	<b>4.2</b>	<b>4.3</b>
<b>Transportation within Alaska</b>				
5 - Very satisfied	45%	39%	51%	26%
4 - Satisfied	43	47	41	44
3 - Neither/neutral	8	9	7	25
2 - Dissatisfied	3	4	2	4
1 - Very dissatisfied	1	1	<1	1
<b>Average 1-5</b>	<b>4.3</b>	<b>4.2</b>	<b>4.4</b>	<b>3.9</b>
<b>Friendliness of residents</b>				
5 - Very satisfied	69%	65%	71%	68%
4 - Satisfied	26	29	25	24
3 - Neither/neutral	4	5	3	6
2 - Dissatisfied	1	1	<1	2
1 - Very dissatisfied	<1	<1	<1	<1
<b>Average 1-5</b>	<b>4.6</b>	<b>4.6</b>	<b>4.7</b>	<b>4.6</b>
<b>Value for the money</b>				
5 - Very satisfied	32%	28%	35%	25%
4 - Satisfied	47	47	48	47
3 - Neither/neutral	14	17	12	21
2 - Dissatisfied	6	7	5	6
1 - Very dissatisfied	1	1	<1	2
<b>Average 1-5</b>	<b>4.1</b>	<b>3.9</b>	<b>4.1</b>	<b>3.9</b>

Note: "Don't know/Does not apply" responses have been removed from the base for each question.

## Recommending Alaska

Four out of five visitors surveyed said they were very likely to recommend Alaska as a vacation destination to their friends and family, while another 18 percent were likely. Less than 2 percent said they were unlikely to do so. Responses were similar among the different transportation markets.

### Likelihood of Recommending Alaska to Friends/Family By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
Very likely	79%	77%	80%	77%
Likely	18	20	17	20
Unlikely	1	1	1	1
Very unlikely	<1	<1	1	<1
Don't know	1	2	1	3

## Returning to Alaska

Four out of ten visitors said they were very likely to return to Alaska in the next five years. Another 22 percent said they were likely. The likelihood was much higher among air visitors at 66 percent very likely. This compares to 46 percent of highway/ferry visitors and 26 percent of cruise visitors.

The rate of those very likely to return to Alaska (40 percent) closely corresponds to the actual 2006 repeat rate of 34 percent (see following page).

### Likelihood of Returning to Alaska in Next Five Years By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
Very likely	40%	66%	26%	46%
Likely	22	18	25	23
Unlikely	19	8	25	13
Very unlikely	7	2	10	9
Don't know	11	6	14	9

## Previous Alaska Travel

One-third of Alaska visitors in summer 2006 were repeat visitors to the state. That figure is lowest among cruise passengers, at 19 percent. This compares to 50 percent of highway/ferry visitors and 59 percent of air visitors. The high number of repeat travelers in the air market reflects the higher proportion of VFR and business travelers, both more likely to be repeat travelers. A profile of repeat Alaska travelers is provided in the Summary Profiles section.

### Repeat Alaska Travel By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
First trip to Alaska	66%	41%	81%	50%
Been to Alaska before	34	59	19	50

Repeat travelers reported an average number of 3.4 previous Alaska vacation trips, ranging from 2.0 trips among cruise passengers, to 4.0 trips among air travelers, to 5.3 trips among highway/ferry travelers. (Those who reported zero previous vacation trips had been to Alaska before, but for business rather than vacation.)

### Number of Previous Vacation Trips

*Base: Repeat Visitors*

#### By Transportation Market

	Repeat Visitors	Repeat Air	Repeat Cruise	Repeat Hwy/Ferry
None <sup>1</sup>	9%	12%	7%	<1%
One	35	25	52	30
Two	20	19	21	22
Three to five	20	23	14	20
Six to ten	9	12	4	14
Eleven or more	7	9	2	13
<b>Average number of trips</b>	<b>3.4</b>	<b>4.0</b>	<b>2.0</b>	<b>5.3</b>

<sup>1</sup> Those who said "none" had been to Alaska before, but not for vacation.

Repeat visitors were asked how they entered and exited the state on their last Alaska trip. Air was the most common mode used at 72 percent, followed by cruise ship at 26 percent, highway at 11 percent, and state ferry at 3 percent.

### Entry/Exit Modes Used on Previous Trip

*Base: Repeat Visitors*

#### By Transportation Market

	Repeat Visitors	Repeat Air	Repeat Cruise	Repeat Hwy/Ferry
Air	72%	91%	51%	28%
Cruise ship	26	9	58	15
Highway	11	4	11	59
State ferry	3	2	3	6
Other	1	<1	2	<1

## Trip Planning Timeline

Alaska visitors decided to come on their trip an average of 8.1 months ahead of time, and booked their major travel arrangements an average of 5.4 months ahead of time. Short-term planners (three months or less) accounted for one out of five visitors for the trip decision, and one out of three visitors for trip booking. Long-term planners (one year or more) accounted for 28 percent for the trip decision, and just 9 percent for trip booking. The most common booking time frame was four to six months before the trip.

Highway/ferry and cruise travelers reported longer lead times in their trip decision (9.5 and 9.0 months, respectively) when compared to air passengers at 6.3 months. That relation changes for booking: highway/ferry travelers report the shortest lead time at 2.6 months, air visitors are slightly longer at 3.5 months, and cruise passengers report the longest average lead times for booking at 6.7 months.

Trend data on trip planning timelines over the years of AVSP can be found in the Trends section.

### Trip Planning Timeline By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
<b>How far in advance did you decide to come on this trip to Alaska?</b>				
Less than one month	6%	13%	2%	13%
One to three months	16	25	12	12
Four to six months	28	28	28	24
Seven to 11 months	21	14	26	9
One year or more	28	20	31	39
Don't know	1	1	1	2
<b>Average # of months</b>	<b>8.1</b>	<b>6.3</b>	<b>9.0</b>	<b>9.5</b>
<b>How far in advance did you book your major travel arrangements?</b>				
Less than one month	9%	18%	2%	37%
One to three months	25	38	18	24
Four to six months	33	31	36	19
Seven to 11 months	22	9	30	4
One year or more	9	2	13	2
Don't know	2	1	2	9
<b>Average # of months</b>	<b>5.4</b>	<b>3.5</b>	<b>6.7</b>	<b>2.6</b>

## Internet Usage

Two-thirds of Alaska visitors in the summer of 2006 used the Internet to plan their trip, including 42 percent who booked at least one component of their trip online. Both usage and booking numbers were highest among air visitors, at 75 percent (usage) and 60 percent (booking). This compares to 66 and 33 percent among cruise passengers, and 58 and 29 percent among highway/ferry visitors.

### Internet Usage<sup>1</sup> By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
Used Internet	68%	75%	66%	58%
Research only	26	14	32	28
Research and book	42	60	33	29
Did not use Internet	30	25	33	40
Don't know	2	1	2	2

<sup>1</sup> Based to intercept respondents only.

Among all Alaska visitors, 30 percent booked their airfare over the Internet. Tours were booked online by 15 percent; lodging by 12 percent, and cruises by 11 percent. Components booked over the Internet differed significantly by transportation market. Air visitors were more likely to book airfare, lodging, and vehicle rental online. Cruise passengers were more likely to book tours and their cruise.

### Trip Components Booked over Internet<sup>1</sup> By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
Airfare	30%	56%	18%	17%
Tours	15	9	19	7
Lodging	12	24	5	9
Cruise	11	1	18	-
Vehicle rental	7	17	1	5
Ferry	1	1	<1	9
Overnight packages	1	2	<1	<1
Other	<1	<1	-	<1

<sup>1</sup> Based to intercept respondents only.

## Travel Agent Usage

About half of summer 2006 visitors reported booking at least some portion of their trip through a travel agent. The figure was significantly higher among cruise passengers at 71 percent. This compares to 24 percent of air visitors and 11 percent of highway/ferry visitors. Travel agent usage compared to previous AVSP studies can be found in the Trends section.

**Travel Agent Usage<sup>1</sup>**  
**By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
Booked through travel agent	52%	24%	71%	11%
Did not book through travel agent	45	75	25	86
Don't know	3	1	4	3

<sup>1</sup> Based to intercept respondents only.

## Usage of State of Alaska Information Sources

Visitors were asked if they had used the official State of Alaska travel website, [www.travelalaska.com](http://www.travelalaska.com). Nearly one-quarter said they had, with this figure slightly higher among highway/ferry visitors (30 percent). One out of seven visitors (15 percent) said they had received the Official Alaska State Vacation Planner, with highway/ferry visitors again showing higher usage (27 percent).

**Usage of State of Alaska Information Sources<sup>1</sup>**  
**By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
<b>Did you visit the official State of Alaska travel website? (<a href="http://www.travelalaska.com">www.travelalaska.com</a>)</b>				
Yes	23%	21%	23%	30%
No	68	74	65	61
Don't know	8	4	10	7
<b>Did you receive the Official Alaska State Vacation Planner?</b>				
Yes	15%	12%	15%	27%
No	78	84	76	66
Don't know	7	4	9	8

<sup>1</sup> Based to intercept respondents only.

## Usage of Other Information Sources

After visitors were asked about their usage of the Internet, travel agents, and State of Alaska sources, they were shown a list of additional sources and asked to identify which they had used in planning their Alaska trip. The number one source was friends and family, mentioned by nearly half of respondents. Other sources used by more than 10 percent of visitors were cruise line/tour company, prior experience, brochures, AAA, and travel guide/book, and television.

Sources differed significantly by transportation market. Air visitors tended to use fewer sources, relying heavily on friends/family and prior experience. Cruise visitors tended to mention cruise line/tour company but also frequently used friends/family, brochures, AAA, television, and travel guides. The highway/ferry market mentioned the widest variety of sources – corresponding to their tendency to plan all components of their trip, rather than book packages. Their number one source was the Milepost, followed by friends/family, brochures, AAA, and travel guides. They were much more likely than other visitors to mention Convention and Visitors Bureaus.

**Other Information Sources<sup>1</sup>**  
**By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
Friends/family	45%	52%	43%	33%
Cruise line/tour company	38	5	59	2
Prior experience	26	45	16	17
Brochures (net)	25	22	26	32
Community brochures	3	3	1	9
Ferry brochure/schedule	2	2	<1	10
AAA	16	12	18	20
Travel guide/book	13	11	13	20
Television	11	4	16	5
Magazine	8	7	8	8
Milepost	6	9	1	40
Convention & Visitors Bureau(s)	5	7	4	16
Club/organization	4	4	4	2
Hotel/lodge	4	8	2	2
Library	3	2	4	2
Newspaper	3	4	2	3
North to Alaska guide	2	1	3	4
Travel/recreation exhibits	1	1	1	2
Other	2	3	1	3
None	8	10	7	10
Don't know	1	1	1	4

<sup>1</sup> Based to intercept respondents only.

## Origin

Alaska visitors in summer 2006 were most likely to be from the Western US, accounting for 39 percent of all visitors. California was the most common state of origin, generating one out of every seven visitors. The Western market was twice as big as the second-largest market, the South (19 percent). The East and Midwest each accounted for 13 percent of visitors. Canadians made up 6 percent of the overall market, and other international countries accounted for 9 percent, for a total international figure of 15 percent. (Additional detail on the international market is provided on the following page.)

Some variances existed among the transportation markets, with air visitors more likely than other travelers to be from the West; cruise visitors more likely than average to be from the South and the East; and highway/ferry visitors more likely than average to be from Canada. An analysis of each US market and Canada is provided in the Summary Profiles section. Trends in origin data are provided in the Trends section.

### Origin By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
<b>United States</b>	<b>85%</b>	<b>93%</b>	<b>82%</b>	<b>65%</b>
<b>Western US</b>	<b>39%</b>	<b>54%</b>	<b>31%</b>	<b>32%</b>
California	14	15	14	6
Washington	8	15	5	8
Oregon	4	6	2	6
Arizona	4	3	4	3
Colorado	2	5	1	1
Idaho	2	3	1	1
<b>Southern US</b>	<b>19%</b>	<b>16%</b>	<b>22%</b>	<b>15%</b>
Texas	5	4	6	5
Florida	4	3	5	3
Virginia	2	1	2	1
<b>Eastern US</b>	<b>13%</b>	<b>10%</b>	<b>16%</b>	<b>4%</b>
Pennsylvania	3	2	4	1
New York	2	1	3	1
New Jersey	2	1	2	<1
Maryland	2	1	2	1
<b>Midwestern US</b>	<b>13%</b>	<b>12%</b>	<b>14%</b>	<b>14%</b>
Minnesota	3	4	2	3
Ohio	2	1	3	1
Michigan	2	1	2	3
Illinois	2	1	2	1
<b>Canada</b>	<b>6%</b>	<b>1%</b>	<b>7%</b>	<b>24%</b>
<b>Other International</b>	<b>9%</b>	<b>6%</b>	<b>11%</b>	<b>11%</b>
Europe	6	4	7	8
Australia/New Zealand	2	1	2	2
Asia	1	1	<1	<1

## International

The table below shows the breakout of the international market (without Canada), based only to those respondents in order to better show the individual regions and countries. Europe accounted for the largest portion of international visitors at 63 percent, including 37 percent from the United Kingdom, and 10 percent from German-Speaking Europe (GSE). One out of five international visitors were from Australia/New Zealand, while 6 percent were from Asia and 5 percent from Mexico. An analysis of international visitors, including profiles of visitors from Europe, German-Speaking Europe, Australia/New Zealand, and Asia, is provided in the Summary Profiles section.

There may be a small degree of bias in the origin data due to language barriers. However, this bias is probably low, considering the high response rates for all modes. In addition, the summer 2006 staff included surveyors who spoke German, Japanese, Cantonese, Spanish, and Portuguese.

**Countries of Origin**  
*Base: International Visitors, without Canada*  
**By Transportation Market**

	International Visitors	International Air	International Cruise	International Hwy/Ferry
<b>Europe</b>	<b>63%</b>	<b>70%</b>	<b>60%</b>	<b>74%</b>
United Kingdom	37	15	47	7
German-Speaking Europe	10	27	2	41
Germany	6	16	1	28
Switzerland	2	6	<1	11
Austria	2	5	1	1
Netherlands	3	7	1	6
France	2	1	1	9
Italy	1	5	<1	<1
Spain	1	1	<1	1
Belgium	<1	1	-	2
Sweden	<1	1	-	<1
Russia	<1	1	-	-
Other Europe	9	11	8	7
<b>Australia/New Zealand</b>	<b>20%</b>	<b>9%</b>	<b>23%</b>	<b>21%</b>
Australia	17	5	21	11
New Zealand	3	4	2	10
<b>Asia</b>	<b>6%</b>	<b>13%</b>	<b>4%</b>	<b>&lt;1%</b>
Japan	2	8	<1	<1
India	1	-	1	-
Korea	1	2	-	-
Taiwan	<1	2	<1	-
China	<1	<1	<1	-
Other Asia	2	1	3	-
<b>Mexico</b>	<b>5%</b>	<b>1%</b>	<b>6%</b>	<b>4%</b>
<b>Other International</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>	<b>1%</b>

## Party Size

Alaska visitors in the summer of 2006 reported an average party size of 2.4. (Party size was defined as those traveling in their immediate party, sharing expenses such as food, lodging and transportation.) The most common party size was two, accounting for 60 percent of all parties. About one in five visitors (18 percent) traveled by themselves, and slightly more (22 percent) were in parties of three or more. Air visitors were more likely to travel by themselves, and less likely to travel in couples. Highway/ferry visitors were the most likely to be traveling in parties of three or more. Party size data over the years is provided in the Trends section.

**Party Size<sup>1</sup>**  
**By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
One	18%	39%	7%	12%
Two	60	38	72	66
Three	7	8	5	10
Four	8	9	8	8
Five or more	7	6	8	3
<b>Average party size</b>	<b>2.4</b>	<b>2.1</b>	<b>2.5</b>	<b>2.3</b>

<sup>1</sup> Based to intercept respondents only.

## Age and Gender

Alaska visitors reported an even gender split in the summer of 2006, with air visitors more likely to be male, and cruise visitors slightly more likely to be female. The average age reported was 51.6 years, ranging from 48.0 among air visitors, to 53.3 years among cruise visitors, to 52.5 years among highway/ferry visitors. Trends in age and gender data can be found in the Trends section.

**Age and Gender**  
**By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
<b>Gender</b>				
Male	50%	60%	44%	53%
Female	50	40	56	47
<b>Age</b>				
Under 18	6%	7%	6%	7%
18 to 24	3	5	2	4
25 to 34	7	10	6	7
35 to 44	10	15	8	9
45 to 54	22	22	23	15
55 to 64	28	23	31	24
65 and older	23	18	25	33
<b>Average age</b>	<b>51.6</b>	<b>48.0</b>	<b>53.3</b>	<b>52.5</b>

Note: Age and gender data reflect the entire traveling party, not just the respondent.

## Household Characteristics

One-quarter of Alaska visitors in summer 2006 reported children living in their household. The number is slightly higher among air visitors (29 percent) and lower among highway/ferry visitors (14 percent). These variances reflect the slight differences in age among the travel markets.

### Children Living In Household By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
Children living in household	25%	29%	24%	14%
No children in household	74	71	75	85
Don't know	1	1	1	1

Four out of ten Alaska visitors reported that they were either retired or semi-retired, with highway/ferry visitors much more likely to fall into this category (59 percent). Air visitors were the least likely to be retired (29 percent).

### Retired or Semi-Retired By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
Retired or semi-retired	39%	29%	43%	59%
Not retired	60	70	56	41
Don't know	1	<1	1	1

About six in ten Alaska visitors in the summer of 2006 had graduated from college, including one-quarter who attained a higher degree. Air and cruise visitors showed similar levels of education, while highway/ferry visitors were less likely to be college graduates (50 percent).

### Education By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
Some high school	1%	1%	1%	2%
High school diploma/GED	13	11	14	18
Associate/technical degree	9	9	8	9
Some college	18	18	17	21
Graduated from college	33	33	33	29
Master's/Doctorate	26	27	26	21
Don't know	<1	<1	<1	<1

Summer 2006 visitors reported an average income of \$103,000. Air and cruise visitors reported the same average income (\$105,000), while highway/ferry visitors reported a lower average (\$76,000). Trends in income levels can be found in the Trends section.

**Household Income  
By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
Less than \$25,000	3%	4%	2%	3%
\$25,000 to \$50,000	13	11	12	26
\$50,000 to \$75,000	17	17	16	19
\$75,000 to \$100,000	16	17	15	16
\$100,000 to \$125,000	12	12	13	8
\$125,000 to \$150,000	8	11	8	3
\$150,000 to \$200,000	7	8	7	3
Over \$200,000	8	8	8	3
Refused	17	13	19	19
<b>Average income</b>	<b>\$103,000</b>	<b>\$105,000</b>	<b>\$105,000</b>	<b>\$76,000</b>

## Expenditures Per Person

On average, visitors spent \$934 per person while in Alaska. Considerable differences exist among the transportation markets. Air visitors had the highest per person average (\$1,376), closely followed by highway/ferry visitors (\$1,310). Cruise passengers spent an average of \$636 per person (not including the price of their cruise or cruise/tour package).

It is important to note that this survey question captured in-state expenditures only, excluding the cost of transportation to and from the state. (Visitors traveling on Alaska Marine Highway were asked specifically about their ferry expenditures, and cruise visitors were asked for their cruise package price. Findings are reported on the following page.)

### Visitor Expenditures in Alaska, Per Person, Overall<sup>1</sup> Excluding Transportation to/from Alaska By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
Less than \$500	48%	35%	57%	37%
\$501 - \$1,000	21	22	20	23
\$1,001 - \$2,500	15	24	9	23
\$2,501 - \$5,000	4	8	2	8
Over \$5,000	1	3	<1	2
Don't know	10	7	12	6
<b>Average per person, per trip</b>	<b>\$934</b>	<b>\$1,376</b>	<b>\$636</b>	<b>\$1,310</b>
<b>Average per person, per night</b>	<b>\$103</b>	<b>\$146</b>	<b>\$79</b>	<b>\$70</b>

<sup>1</sup> Based to intercept respondents only.

Notes: Spending by cruise visitors excludes the price of their cruise or cruise/tour package. Spending on ferry tickets to enter and exit the state is excluded.

The following table provides information on average spending by category. Visitors spent the highest amount on tours and entertainment, averaging \$188 per person. Retail purchases (including gifts and souvenirs) were the second largest category, at \$177 per person. On average, visitors spent \$150 per person on multi-day tour packages (not including cruises or cruise/tours).

Spending patterns were different for each market. Air visitors spent the most on multi-day tour packages (\$453 per person). Cruise passenger spending was highest on tours and activities (\$237 per person). Highway/ferry visitors spent an average of \$209 per person in the food/beverage category as well cars/fuel/other instate transportation.

It is important to note that any lodging, transportation, and other expenses included in visitors' cruise/tour packages are not reflected in these totals. The survey captured passengers' *out-of-pocket* expenditures only (including pre-paid spending on shore excursions and other day tours). This distinction is important in considering the statewide impact of the cruise market. Twenty-two percent of the cruise market participated in cruise/tours (in-state land tours occurring before or after the cruise).

Averages by category do not add up exactly to total spending estimates. This is because each category is based to slightly different samples, due to “don’t know” responses.

### Visitor Expenditures in Alaska, Per Person, by Category<sup>1</sup> By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
Lodging	\$117	\$289	\$16	\$174
Tours/activities/entertainment	188	115	237	103
Gifts/souvenirs/clothing	177	114	217	95
Food/beverage	97	188	40	209
Cars/fuel/transportation	68	157	8	209
Package not including cruise	150	453	*	*
Other	109	333	2	31

<sup>1</sup> Based to intercept respondents only.

\* Sample size too small for analysis.

Notes: Spending by cruise visitors excludes the price of their cruise or cruise/tour package. Spending on ferry tickets to enter and exit the state is excluded.

Cruise and ferry passengers were asked additional questions about their respective transportation costs. On average, cruise passengers spent approximately \$1,900 per person for their cruise or cruise/tour package (not including airfare).

Visitors that traveled onboard the Alaska Marine Highway spent an average of \$551 per person for their ferry tickets. This includes expenditures on travel to and from Alaska, as well as between communities within the state.

### Visitor Expenditures on Cruise Package and Ferry Tickets, Per Person<sup>1</sup>

	Cruise Visitors	Ferry Visitors
Average per person	\$1,897	\$551

<sup>1</sup> Based to intercept respondents only.

Note: Average cruise package price does not include airfare.

## Total Expenditures

Visitors’ out-of-pocket expenditures totaled \$1.5 billion, excluding transportation costs to travel to and from Alaska. Air visitors’ spending was the largest among the transportation markets (\$809 million). Cruise passengers’ out-of-pocket expenditures totaled slightly over \$600 million (not including their cruise package); highway/ferry visitors represented \$111 million in in-state spending (not including ferry tickets).

### Total Visitor Expenditures in Alaska in Millions of Dollars By Transportation Market

	All Visitors	Air	Cruise	Hwy/Ferry
Total in-state spending	\$1,524	\$809	\$610	\$111

Note: Spending by cruise visitors excludes the price of their cruise or cruise/tour package. Spending on ferry tickets to enter and exit the state is excluded.

Total spending on tours and activities totaled more than \$300 million, closely followed by spending on gifts, souvenirs, and clothing. Total expenditures by the highway/ferry market naturally appear lower than other markets; despite their high per-person spending, they represent only 5 percent of the overall market.

Cruise packages were not included in the totals, below. Based on the average per person cruise price of \$1,897 and the total volume of 958,900, the cruise market spent approximately \$1.8 billion on cruises and cruise/tour packages in 2006.

**Total Visitor Expenditures in Alaska, by Category**  
**in Millions of Dollars**  
**By Transportation Market**

	All Visitors	Air	Cruise	Hwy/Ferry
Lodging	\$191	\$170	\$15	\$15
Tours/activities/entertainment	307	68	227	9
Gifts/souvenirs/clothing	289	67	208	8
Food/beverage	158	111	38	18
Cars/fuel/transportation	111	92	8	18
Package not including cruise	245	266	*	*
Other	178	196	2	3

\* Sample size too small for analysis.

Note: Spending by cruise visitors excludes the price of their cruise or cruise/tour package. Spending on ferry tickets to enter and exit the state is excluded.

Detailed spending data by trip purpose (vacation/pleasure, visiting friends/relatives, and business) can be found in the Summary Profiles section.